BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 9: Marketing an Event
Learning aim(s)	**C:** Market and promote an event for a given audience **D:** Evaluate the success of the marketing campaign in meeting objectives
Assignment title	Marketing and promoting an event
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	The time has come to launch your marketing campaign for your chosen event. You are required to take an active part in the implementation and monitoring of your marketing campaign, gathering feedback from attendees which you will use to evaluate its success in meeting aims and objectives. Your role will be monitored by your assessors and other interested parties, who will report on your participation in all stages of the marketing campaign, including the promotion, audience interaction and the marketing skills you demonstrate.

Task	You are required to implement your marketing campaign plan by marketing and promoting an event to its identified audience. **Before the event** Consider how you will implement and communicate your marketing campaign plan to all those involved, and how you will monitor its success during the campaign. This must include evidence of communications and interactions with others. Launch and distribute pre-event marketing materials, using appropriate platforms and audience interactions in line with the marketing campaign plan. **During the event** Complete an individual journal or blog that shows how you have contributed to the marketing and promotion of the event, and how this has been successful. It should include an identification of physical and digital touchpoints, as well as audience feedback points that have been used within the event. You will need to gather evidence of monitoring the marketing campaign and measuring this against the critical success factors detailed within your marketing campaign plan.

	After the event Gather evidence of post-event marketing that has been used in line with your marketing campaign plan. You should identify the success and impact of such marketing methods in your journal or blog, alongside evidence of audience appreciation and complaints and follow-up marketing/promotion. You will need to prepare an individual report that evaluates the success of the marketing campaign. This should include: • justification as to the success of the marketing campaign in relation to aims/objectives/goals, timescales, attendance levels and audience feedback • key examples of strengths and weaknesses, with links to the marketing campaign plan • suggestions for improvement.
Checklist of evidence required	A portfolio of evidence, including: • records/images of pre-event marketing and communications • an individual journal or blog covering the launch, monitoring and post-event marketing of the event • an individual electronic report evaluating the success of the marketing campaign, based on own evidence and feedback from stakeholders • accompanying evidence, such as photos of pre- and post-event marketing, online promotions and analysis of audience feedback • supporting observation records and/or witness statements.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
9/CD.D3	Evaluate the success of the implementation and outcomes of the marketing campaign, justifying suggestions for improvements.
9/C.M3	Demonstrate effective marketing skills when promoting an event and gathering audience feedback.
9/D.M4	Analyse the planning and implementation of the marketing campaign, making recommendations for future improvements.
9/C.P5	Promote an event using marketing materials and methods to a given audience.
9/D.P6	Review the success of the marketing campaign in meeting aims and objectives.
Sources of information to support you with this Assignment	**Websites** www.eventsforce.com/blog/why-post-event-engagement-is-a-big-deal-part-one/ www.eventsforce.com/blog/why-post-event-engagement-is-a-big-deal-part-two/ www.theeventexpert.co.uk/touched-or-ticked-offthe-event-customer-journey/